

Against the Grain

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Transformation in Acquisitions

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Against the Grain

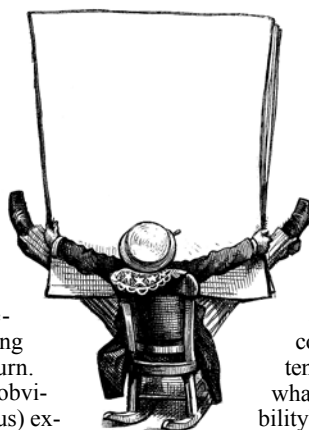
"Linking Publishers, Vendors and Librarians"

Transformation in Acquisitions

by **Jesse Holden** (Head, Acquisitions, USC Libraries, University of Southern California) <jholden@usc.edu>

Anyone involved with acquisitions practice has noticed that change is an integral part of the "new normal" to which all of us are adjusting: not the usual kind of change, obviously. Revolutionary change. *Transformation.*

For the past few years, "business as usual" has succumbed to enormous pressure. Shifts in the economy, for example, have challenged our assumptions about the budget. No longer facing merely the "usual" whittling away of budget lines, we often must overcome profound shifts in how libraries budgets are determined, and, subsequently, how content and staffing decisions are prioritized in turn. Mobile technology is another obvious (and increasingly ubiquitous) ex-



ample. A few years ago, no one could conceive of a world where you would "curl up by the fire with an eBook." However, the likes of Kindle and iPad have made such a scenario not only conceivable but also increasingly preferable for many technology consumers and library users. Along with the paradigm shift (or shifts) in economics, technology, and media consumption come the attendant changes in distribution, pricing, and access models in an exploding e-content marketplace. Change, it seems, leads only to more change.

Most of us are already adapting to these changes as they come, disruptive as such change tends to be. But, taking a step back, what is the implication (or inevitability) of such transformation for our

entire practice of acquisitions? There is no one answer. Collected in this issue are several responses to the undeniable "transformation in acquisitions" that is well underway.

Not surprisingly, eBooks take center stage in this developing conversation. **Joseph Thomas, Heather Racine, and Dan Shouse** present their experience of integrating eBook into an acquisitions workflow. **Ann-Marie Breau** and **Kristine Baker** help define the vendor's expanding role in providing services for eBooks, drawing on their experience at YBP. **Liz Lorbeer**, reflecting on recent changes in budgeting and e-content, contemplates a demand-driven future. And AcqWeb blogger **Steven Brooks** asks the question on everyone's mind: "What's next for eBook acquisitions?"

continued on page 12

If Rumors Were Horses

Was excited to learn about the efficient **Charles Watkinson's** (Director, **Purdue University Press** and Head of Scholarly Publishing Services, **Purdue Libraries**) new daughter! Born March 6, a sister for **Alexander** and a bouncing 7 lb 11 oz baby girl — **Victoria Caroline Elsie Watkinson**! She is following in the 4-name tradition of her grandfather, **Anthony**, and her brother, **Alexander**! Congratulations!

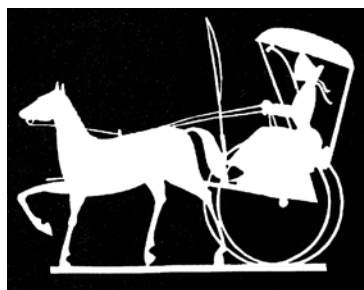
More but not about babies! As of April 9, 2013, the awesomely vibrant **Martha Whittaker** will be leaving **Georgetown** and moving right into new digs at the **American Society for Microbiology**. **Martha** loves the idea of this new opportunity! Hooray and Congrats, **Martha**! And PS here is new contact information: Work email:

<mwhittaker@asmusa.org>; Personal email: <whittaker0519@comcast.net>.

Even more excitement! The incredibly hard-working **Cris Ferguson** <cris.ferguson@gmail.com> has accepted the Director of Technical Services position at **Murray State University** in Murray, Kentucky. She starts there on July 1st and will be leaving **Furman** in mid-June. **Cris** says she's not sure yet what this means for her usual **Charleston Conference** attendance, but she will keep us posted and meanwhile, we are keeping our fingers crossed!

Long-time colleague, **Iris L. Hanney**, president of **Unlimited Priorities LLC**, a company specializing in support for organizations within the information industry,

continued on page 6



What To Look For In This Issue:

<i>Women's Studies in African History...</i>	73
<i>What We've Got Here Is a Failure to Communicate</i>	77
<i>If You Build It They [Really] Will Come.....</i>	82

Interviews

<i>Bryn Geffert.....</i>	48
<i>Karen Phillips.....</i>	50
<i>Khal Rudin</i>	50
<i>Peter Berkery.....</i>	61

Profiles Encouraged

<i>Mitchell Brown.....</i>	36
<i>Alison M. Armstrong.....</i>	40
<i>Richard Brown.....</i>	46
<i>SAGE.....</i>	51
<i>Adam Matthew.....</i>	52
<i>Valarie Prescott Adams.....</i>	76
<i>Plus more.....</i>	See inside



1043-2094(201304)25:2:1-#

Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Bruce Strauch** (The Citadel)

Editor's Note: Hey, are y'all reading this? If you know of an article that should be called to *Against the Grain's* attention ... send an email to <kstrauch@comcast.net>. We're listening! — **KS**

WHO DOESN'T LOVE AN ANIMAL BOOK?

by **Bruce Strauch** (The Citadel)

(1) **E. B. White**, *Charlotte's Web* (1952); (2) **Wilfrid Blunt**, *Omar: A Fantasy for Animal Lovers* (1966); (3) **Joy Adamson**, *Born Free* (1960); (4) **Hermann Tirlor**, *A Sloth in the Family* (1963); (5) **Peter Singer**, *Animal Liberation* (1975).

See — **Janet Malcom**, "Five Best," *The Wall Street Journal*, Dec. 8-9, 2013, p. C10.

FROM STETTIN ON THE BALTIC TO TRIESTE ON THE ADRIATIC

by **Bruce Strauch** (The Citadel)

Oh, goody, let's go behind the Iron Curtain. (1) **Milan Kundera**, (1967); (2) **Fazil Iskander**, *Sandro of Chegem* (1973); (3) **Tibor Fischer**, *Under the Frog* (1992); (4) **Peter Schneider**, *The Wall Jumper* (1983); (5) **Eva Hoffman**, *Lost in Translation* (1989).

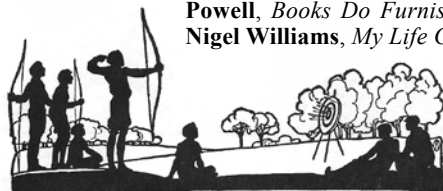
See — **Philip Singleton**, "Five Best," *The Wall Street Journal*, Feb. 9-10, 2013, p. C10.

NOVELS OF LITERARY LIFE

by **Bruce Strauch** (The Citadel)

Let's read about writer's block. (1) **W.M. Thackeray**, *Pendennis* (1848-1850); (2) **George Gissing**, *New Grub Street* (1891); (3) **George Orwell**, *Keep the Aspidochelone Flying* (1936); (4) **Anthony Powell**, *Books Do Furnish a Room* (1971); (5) **Nigel Williams**, *My Life Closed Twice* (1977).

See — **D.J. Taylor**, "Five Best," *The Wall Street Journal*, Feb. 16-17, 2013, p. C10.



LITERARY MISSING PERSONS

by **Bruce Strauch** (The Citadel)

Five books on missing persons and absent figures: (1) **Virginia Woolf**, *Moments of Being* (1976) (yes, this is a posthumous collection of essays); (2) **Kobo Abe**, *The Woman in the Dunes* (1962); **Edith Wharton** and **Ogden Codman**, *The Decoration of Houses* (1897); **Percival Everett**, *Erasure* (2001); **George Plimpton** and **Jean Stein**, *Edie* (1982) (Oral biography of Warhol Factory Girl Edie Sedgwick. She's missing because she's long dead of an overdose.).

See — **Heidi Julavits**, "Five Best," *The Wall Street Journal*, Feb. 2-3, 2013, p. C10. (**Julavits** has an interest in the topic, as her fourth novel *The Vanishers* is out in paperback.)

CURTAIN CALL FOR KITTY

by **Bruce Strauch** (The Citadel)

Who says you can't train a cat? **Truman Capote's** novella *Breakfast at Tiffany's* is being brought to the Broadway stage, and there's a key role for a stray cat that **Holly Golightly** refuses to name anything other than "Cat." In Act II, the cat represents **Holly's** spirit and has to scam on cue because they're "independents, both of us."

Of course, many auditioned, but only one was chosen. Some froze in the lights, others clawed the trainer and hissed at the director. Only a gray-striped kitten made a true Broadway exit and won the coveted part.

See — **Stefanie Cohen**, "On Broadway, Cat on a Hot Casting Call," *The Wall Street Journal*, Feb. 15, 2013, p. D7.

ESPIONAGE TALES

by **Bruce Strauch** (The Citadel)

Everyone loves espionage. (1) **Leo Marks**, *Between Silk and Cyanide* (1998) (code breaking); (2) **Pete Earley**, *Family of Spies* (1988) (the American traitor John Walker); (3) **Otto John**, *Twice Through the Lines* (1972); (4) **Dan Raviv** and **Yossi Melman**, *Every Spy a Prince* (1990) (history of Israeli intelligence); (5) **Edward Rice**, *Captain Sir Richard Francis Burton* (1990) (famous translator of *The Arabian Nights*).

See — **William Stevenson**, "Five Best," *The Wall Street Journal*, Dec. 29-30, 2012, p. C10. (**Stevenson** is the author of *Past to Present: A Reporter's Story of War, Spies, People and Politics*).

Future Dates for Charleston Conferences

Preconferences and Vendor Showcase

Main Conference

2013 Conference	6 November	7-9 November
2014 Conference	5 November	6-8 November
2015 Conference	4 November	5-7 November

Transformation in Acquisitions from page 1

Transformation in format is not the only change we collectively face. **Nancy Beals** addresses adaptive staffing in response to numerous pressures — changes in format

preferences and budget reductions, of course, but also changes in the library's organization. **Michael Arthur** and **Natasha White** describe success in finding opportunities for major acquisition initiatives despite budget challenges. And not all transformative thinking involves the newest technology, either: **Tiffany Russell** shows that some long-ignored gift books and

community engagement can reinvigorate the library in surprising ways.

Our work is being transformed in profound ways. How will this transformation in acquisitions impact our future? 🐾